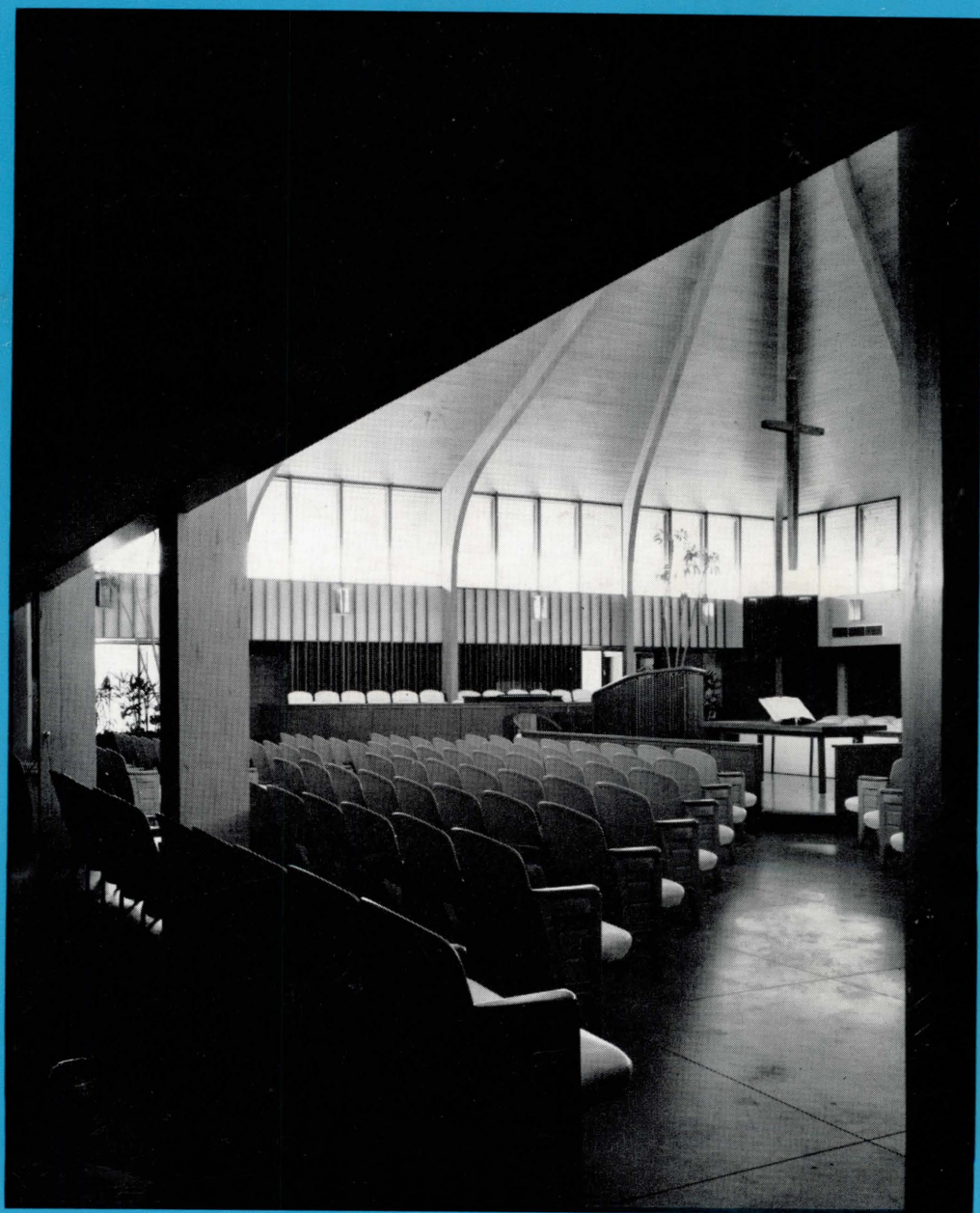


The

MIAMI-PALE RIVER COLLEGE
MIAMI, FLORIDA

Florida Architect

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS



**July
1963**

Current Highlights...

- **SUBSTANTIAL INVENTORY BUILD-UP IS LIKELY THIS FALL** in the view of some business analysts. They think it could be one of the biggest expansions of recent years. This doesn't ignore the fact that some of the accumulation in steel is a strike hedge which is bound to wash out. But these economists feel that there is a desire to increase stocks both of materials and finished goods in almost every industry. The net additions to inventory may be large in the fourth quarter even if steel-users are letting holdings run down.

Why this optimism about inventory-building? Three reasons:

... **Consumption of goods** is running at a high rate, as all the retail trade figures show. So more goods must be kept on dealers' shelves to be able to meet the increased demand.

... **Optimism about the future** leads many businessmen to want to be prepared for further sales increases still to come.

... **Excessive liquidation** of inventories during sluggish 1962 — some of it induced by close computer control — is going to be remedied by many businessmen, who haven't been happy operating with relatively small supplies of goods on hand.

... Business investment in inventories — like that in plant and equipment — brings a powerful stimulus to the economy. It leads to solid gains in employment, production, incomes, and profits. It is a vital ingredient for any business upsurge.

- **THE FORCES BEHIND THE BUSINESS RISE KEEP CHANGING** as new government statistics clearly show. A look at these shifts — recent ones and some of those that seem to lie ahead — gives some insight as to the course that the current improvement in the economy will be taking as 1963 rolls along.

... **Last fall**, consumer spending was what got the economy off dead-center — especially spending for autos and services.

... **This winter**, the rise in consumer outlays slowed down but federal spending spurted. And businessmen began to order steel in near-record volume as a hedge against a strike.

... **During the summer**, the rise in government spending will abate. But outlays for new plants will start to swell. In addition, that inventory build-up noted above will help make the fourth quarter the best period in several years.

... **Next year**, tax cuts can give the upturn a new lease on life and stimulate business and consumer spending to new gains. In other words, continue prosperity into 1964 — but no boom.

- **THE U. S. ECONOMY IS GROWING AT A MORE RAPID RATE** than is generally realized — and has been doing so for more than a year now. Indeed, the gains in total output have approached the targets set by the President's economic advisers. Because of increased productivity, however, the improvement has not made any appreciable dent in unemployment. Economists are still pushing for new stimulation because they can't be sure how long the trend will last.

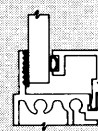
... In the immediate post-war period — to 1955 — total output rose 4.9% a year, after deflating for price changes. Between '55 and '60, the rate slumped to 2.4%. Since 1960, growth has averaged 4.2%. But last year alone the growth rate was even higher — 5.4%. And for 1963, the rate could match 1962.

- **CORPORATE PROFITS ARE HEADING TOWARD A VERY HEALTHY GAIN** this year, say government economists. They are looking for something like \$55 billion, 7% or so above 1962's record \$51 billion. The increases will show up in just about every line and will flow from larger sales, success in cutting costs, higher productivity, and ... in some cases ... slightly higher prices.

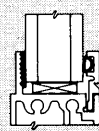
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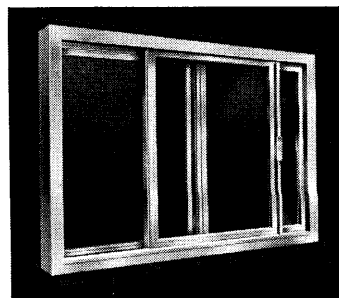


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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THIS ISSUE . . .

VERNA SHAUB SHERMAN
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 Business Manager

VOLUME 13
 NUMBER 7 1963

THE FLORIDA ARCHITECT



Roger Wade Sherman

1900 - 1963

Editor-Publisher **THE FLORIDA ARCHITECT**

On Wednesday, June 12, 1963 at 11:15 A. M. Roger W. Sherman left his bed at home to return to his Maker for a new venture, mysterious and uncomprehensible to us he left here on earth.

On a cold November day in Longmeadow, Massachusetts near the close of the first year of the New Century Roger Sherman was born, a direct descendent of the great General William Tecumseh Sherman. His boyhood was spent in an atmosphere of tolerance steeped in the traditional attitude of the region of responsible leadership in service for mankind.

Roger studied architecture at the University of Michigan where he became a member of the architectural professional fraternity, Alpha Rho Chi. After graduation he served an apprenticeship with the Detroit firm of Smith, Hinchman and Grylls, Architects and Engineers, after which he became a designer in 1925 for Miami architect John N. Bullen, since deceased.

Following study in business administration at the University of Pennsylvania and Harvard, Roger turned his talents toward the reporting and public relations aspects of the architectural profession. He was a life-long friend of R. Buckminster Fuller, and contributed to his book *Nine Chains to The Moon* and the quarterly publication *Shelter*. He joined the editorial staffs of *Architectural Forum* and *Architectural Record*, becoming editor of the *Record*. In 1941 he was accepted to membership in the New York Chapter of the American Institute of Architects which membership he maintained to his death.

Returning to Philadelphia Mr. Sherman edited *Philadelphia Magazine*, became active in the Pen and Pencil Club and was a Vice President in the Public Relations firm of Biddle, Earle, Schneidman.

Reoriented to Florida, Roger was named to the editorship of the nationally distributed magazine *Florida Speaks* and later developed and edited the *Florida Living* for the

Miami Daily News; which won high acclaim and recognition of his talents by the architects of Florida and from which he became closely identified and associated with the Florida Association of Architects.

Roger became editor of the brochure type publication the *Bulletin* with a circulation of a few hundred in March 1954. By July of the same year the first issue of *THE FLORIDA ARCHITECT* had been developed by him. It was from the very first issue, a first class, professional publication, the pride of the Florida Architects and the envy of other regional publications.

In January 1956 Roger became the first full time Executive Secretary for the Florida Association of Architects and from 1957 until 1960 he served as its Executive Director. He organized the FAA's first administrative office and instituted many of the sound procedures in effect today. His acts were always mindful of the architects' high purpose and responsibility to the community, legislative necessities and educational obligations.

Mr. Sherman is survived by a Sister, Mrs. Henry Kaps of Longmeadow, Massachusetts; three Sons, Roger W. Jr., of Bermuda, Capt. William G. stationed in Formosa and Owen B. of Longmont, Colorado; a daughter, Mrs. Henry Finney of Berkley, California; and four grandchildren.

Although a man small in stature, sporting a small mustache, there was nothing small about Roger, as those with whom he worked can attest. Concerning many issues he stood with the giants and, if there were no giants, he was not afraid to stand alone. He was a gifted editor, a writer of lucid prose, forceful in the advancement of architecture both in Florida and the Nation, strong in support of measures for the common good, and valiant to the cause of Florida architects.

We laude his earthly accomplishments and revere our memories of him, but we shall miss Roger.

H. Samuel Krusé, F.A.I.A

... Actually, the profits showing will be better than the figures indicate. For one thing, industry is absorbing a \$1 billion jump in social security payroll taxes. And it is incurring increased depreciation charges under the Treasury's new rules; this, of course, lifts costs and reduces reported profits.

- **STOCKHOLDERS ARE IN FOR SOME SOLID INCREASES IN DIVIDENDS** in 1963—a by-product of the business and the profits rises. Dividends, in fact, will go up faster than profits as companies disburse a greater percentage of net than in 1962—returning to higher pay-out rates of some past years.

... Profits **after** taxes will do a bit better than pre-tax net—say, 8% or 9%—aided by the investment tax credits voted in 1962. But dividends paid could go up even more—as much as 13%. Corporations can be expected to be generous this year, responding to the better climate, and paying out 64% or 65% of after-tax profits, instead of the 60% of the past year.

- **NO INCREASE IN THE MARGINS REQUIRED IN BUYING STOCK** is likely in the near future—barring a big burst of speculation of course. Customer credit in the market is at an all-time record—\$6 billion. Back in 1958—the last time margins were raised—the total was only \$4.4 billion. But conditions are different now. And the present 50% requirement is expected to hold for some months—through the summer and possibly the fall and even beyond.

... Current credit volume isn't so high when you figure the fact that total value of stock has been swelled by new listings and higher market prices. What's more, there's no compelling need for a psychological warning to investors. There is no evidence of rampant speculation; the "public" is not back in.

- **EUROPE IS GOING THROUGH A STIFF BOUT OF INFLATION** at this time—a development that is bound to have a considerable impact on U. S. business. The trouble on the Continent derives from union demands for higher wages. Labor leaders claim that they held off during the recovery period to permit industry to plow back earnings and, thus, to rebuild shattered economies. But now that prosperity is back, labor demands a bigger piece of the pie.


... As a result, Europe is going through the kind of price jumps that the U. S. experienced earlier in the post-war period. European wage rates are rising by an estimated 10% a year, much more than productivity. By contrast, rates in the U. S. are rising only about 3%—more in line with productivity.

... One result of all these divergent trends is an improving competitive position for U. S. exports in world markets. It is expected to become more evident as time goes on. This, in turn, will help wipe out the balance of payments deficit.

- **POLITICKING FOR 1964 HAS BEGUN IN WASHINGTON**, far ahead of schedule. You see this in the way both parties have started to develop the issues . . . in the way the GOP is groping for a candidate . . . in the fund-raising drives. Party leaders are acting as if the voting is only four or five months off—not 16. Their jockeying will affect bills Congress finally votes this year.

... Republicans are mainly responsible for this early activity. They have to push anyway since—as outs—they face an uphill fight. But today they also have the problem of unifying a party split on conservative-liberal lines . . . like Democrats.

... Democrats are stirring, too, spurred by GOP activity. They think Kennedy will be re-elected as incumbents usually are. And they feel they can keep control of the House and Senate. But they don't want the GOP to get off to a big head start.



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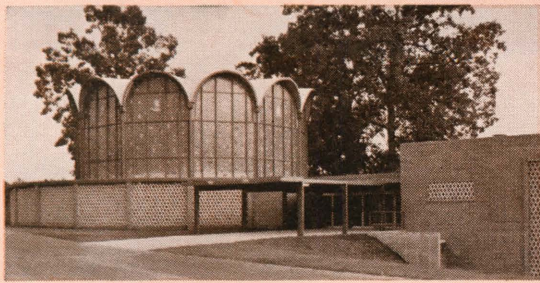
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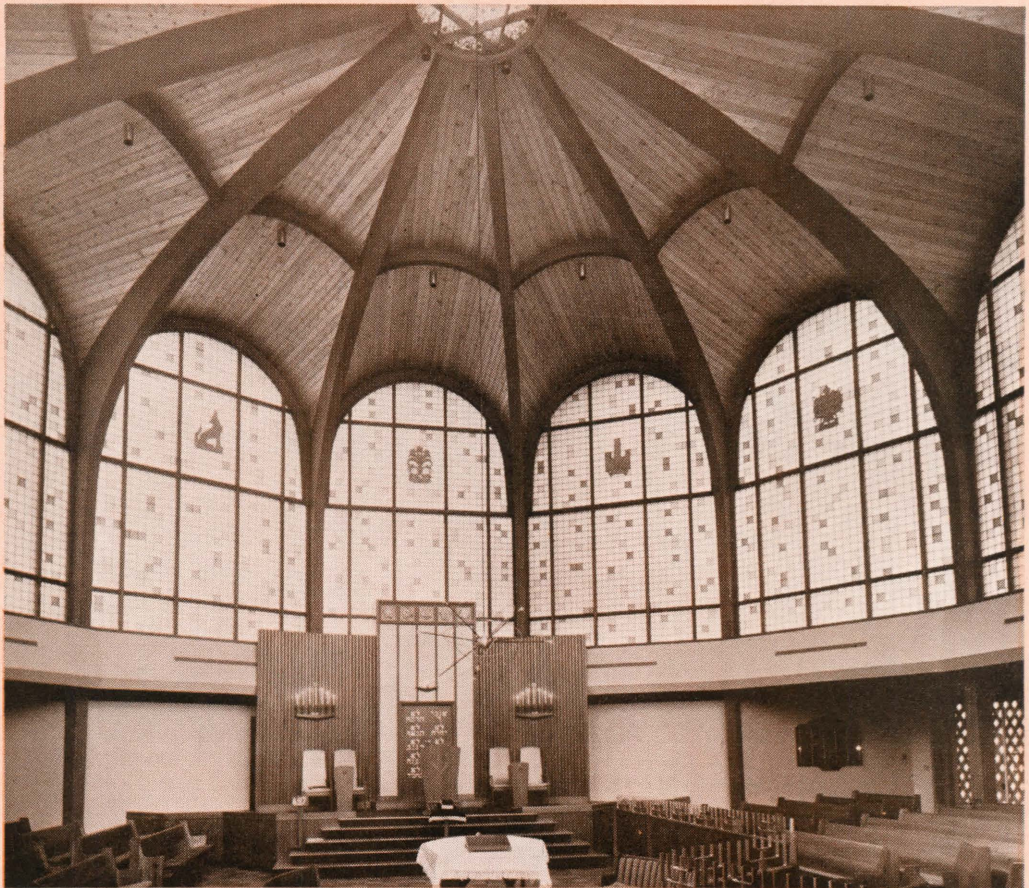
Lightweight Masonry Units and Structural Concrete



Temple Beth Jacob, Decatur, Georgia. Architects: Barker and Cunningham, Sandy Springs, Georgia. Contractor: Richard Naimann and Company, Atlanta, Georgia.

Space provided: 12-sided structure of 93' diameter containing sanctuary with central pulpit and circular aisleway at the periphery of the building. *Structural framing:* glued laminated arches spaced at 30° framing into central compression ring. Arched glulam girts at the periphery of the dome, and arched purlins at intermediate point. Heavy timber decking. *Area:* 5,410 square feet. *Cost of structural framing:* \$2.74 a square foot.

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This new Federal Office Building now under construction in Tampa features concrete frame and waffle slab floors complemented by a precast solar skin system with exposed quartz aggregate. Associated Architects are Robert Wielage, AIA, and H. Leslie Walker and Associates with H. Dean Rowe, AIA, as project architect and Dwight R. Abrams as structural engineer.

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Professional Challenge...

By ROY M. POOLEY, JR.

President
Florida Association of Architects



On June first a ground-breaking ceremony was conducted at Gainesville, symbolizing the beginning of construction of a fine new building to house the College of Architecture and Fine Arts at the University of Florida. To those officials, faculty members and innumerable interested professionals, it was indeed a day of immense satisfaction—the successful culmination of many years of continuing effort.

On that Occasion I predicted the need for between 3000 to 3500 new resident architects in Florida during the next twelve to fifteen years. This would represent an approximately 400% increase in the profession within a short decade and a half—and astounding as it may seem, it would not be too surprising if the need actually proves to be greater than predicted! The growth and economic factors which point to the conclusion are of enormous importance to Florida and demand the most serious consideration of our business, political, educational and professional leaders.

First, there is the matter of growth. Our population of 5.6 million is expected to reach the vicinity of 8 million by 1970, and at least 15 million by the turn of the century. Historically, we have not dared rely on our most optimistic estimates from responsible sources, and they have invariably proven to be overly conservative. Even if we believe fervently in Florida's future, and freely quote the latest figures on expected growth, it

is virtually impossible to relate the statistics to their impact on our communities. Perhaps it will help to comprehend the enormity of the work before us to think in terms of building new cities for our 10 million new citizens during the next 37 years. This will require all the residences, churches, schools, office buildings, factories, warehouses, stores—every type of building, bridge, highway and municipal facility necessary to duplicate the City of Jacksonville twenty times—or the Tampa trading area (Tampa, Sarasota, St. Petersburg, Bradenton, Clearwater, Lakeland, etc.) about nine times.

Obviously, much of our new growth will be centered around already established metropolitan centers, but the current space age boom on Florida's central east coast is an example of what can happen in a substantially rural area. The beauty of the panhandle gulf coast is being discovered by more and more people every day, and we will soon begin to see tangible effects on the inland areas of the state with the opening of new highway systems. *The opportunities for every area of Florida are limited only by the imagination and courage of our citizens.*

Then, there is the matter of our existing cities. Without benefit of factual surveys, it is my impression that within the next twenty years, three of every four presently existing buildings will have deteriorated to a point that good economy or good con-

science will demand their replacement. Before agreeing or disagreeing with this observation, I suggest you take an open-eyed tour of the less familiar streets of your own town—the results may be startling.

As we grow and rebuild, mistakes of the past will demand greatly accelerated activities by planning and building and zoning code authorities. *Banks, mortgage companies, savings and loan associations, and other heavy investors in Florida buildings are feeling more keenly the need for professional competence in the design and execution of many types of buildings now in their portfolios.* These are intensely demanding responsibilities which can only be effectively met by seasoned architects, or seasoned business men with architectural and engineering education.

In the pattern of the past, industry has been notably reluctant to assume any major responsibility for community aesthetics. Fortunately the current trend of industry, although often in a rather foundering fashion, does reflect a recognition of the economic advantages, if not the civic responsibility; of comfortable, attractive, well designed structures. To the experienced industrialist, the "package deal" is losing luster and more and more often, competent, knowledgeable architects are proving their worth by producing well planned, economical structures that also pay off to industry and community by projecting a

(Continued on Page 24)



Key Biscayne Presbyterian Church

Joseph N. Smith, Architect

CARR SMITH & ASSOCIATES

Structural Engineers

SHELTON & ZAJAC

Mechanical and Electrical Engineers

G & N CONSTRUCTION COMPANY

Contractor

ALEXANDER GEORGES

Photographer

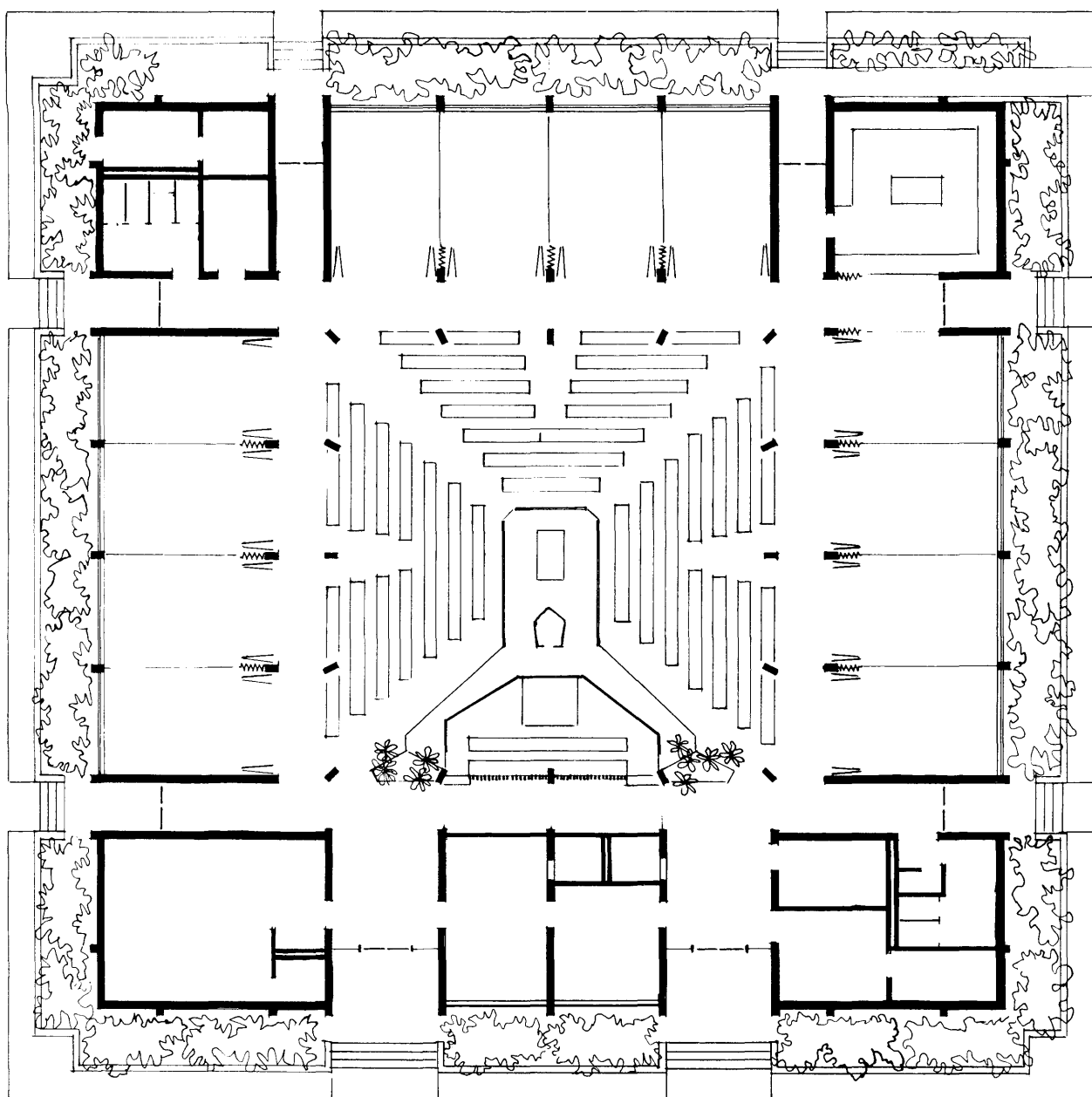
The concept of this church was arrived at with the help and understanding of the building committee and pastor who desired above all to express their beliefs in their new building. The words of the minister to the architect, "*in this church the Word of God is central to everything else.*" "*We believe in the priesthood of all believers,*" were felt by the committee to be expressive of this church's theology. Their physical needs were typical of those in a seasonal area: small year-round congregation expanded in winter and further increased for religious holidays.

The result is a high central Sanctuary ringed on three sides by Sunday School rooms which open to the ambulatory to accommodate overflow seating and open to each other to provide space for church functions. Church offices occupy the fourth side. Corners are devoted to non-typical spaces and service junctions; nursery, robing rooms, kitchen, mechanical rooms and lavatories.

The handling of the Sanctuary places the *Lord's Table* at the center with the pulpit immediately behind. The congregation sits on three sides, the fourth (behind the minister) is used for the choir. Thus

(Continued on Page 13)





FLOOR PLAN

THE ARCHITECT . . .

JOSEPH N. SMITH, A.I.A., has been a corporate member of the *Florida South Chapter, American Institute of Architects*, since 1958. He was born in Jacksonville and has been a resident of the State throughout his lifetime.

Mr. Smith received his Bachelor of Architecture from Georgia Institute of Technology and was recipient of the Alpha Rho Chi Medal in 1949. He has been visiting lecturer at the *University of Florida* and Georgia Institute of Technology.

Prior to opening his own office in Miami he was affiliated with the late Robert Law Weed, F.A.I.A., and the firm of Watson & Deutschman.

(Continued from Page 11)

the farthest of the 300 seats is but 40 feet from the minister. This is the pattern followed by the early Scotch Presbyterian Kirks and the meeting houses of the 18th Century, a far cry from the chancel—nave concept which appeared in the Gothic Revival of the last century, and is too often followed in fundamentalist churches.

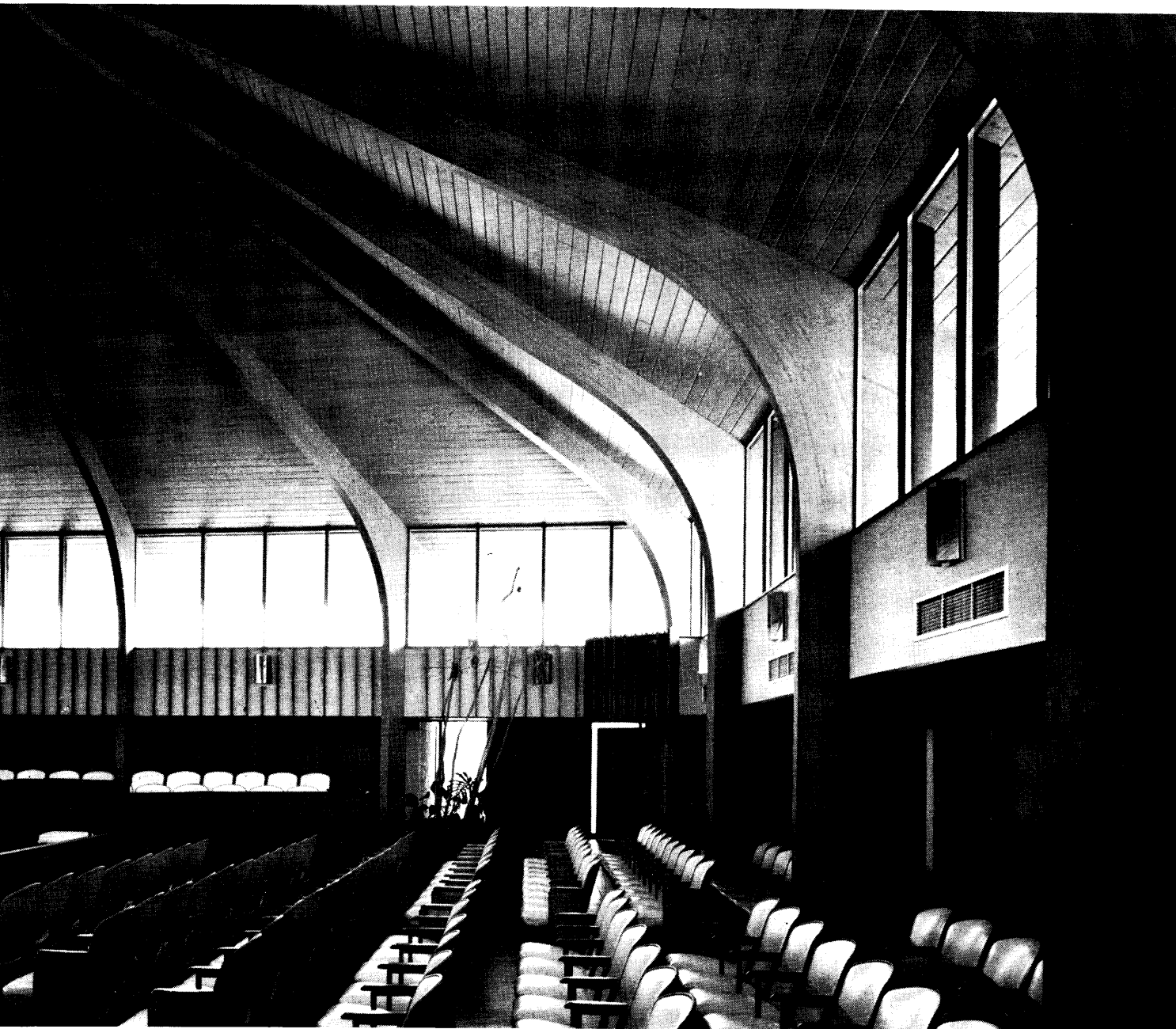
Structure of the building is a concrete platform on piling with masonry walls, laminated timber beams, and timber decking. Roof surfacing is standing-seamed aluminum of a bronze color. The masonry unit

used is specially-made concrete block, light tan in color and waterproofed. Beams and decking are pine stained a soft tan-grey. Doors, trim and Sanctuary furnishings are mahogany. Floors are brown-stained concrete with a clear oak floor used on the central platform. The four-foot skirt around the Sanctuary just below the grey glass clerestory windows is natural linen over two inch sound insulation. The room is designed for speech. The minister can be heard without amplification clearly and distinctly at every seat regardless of the minister's direction. Seats are former theatre seats,

which were purchased for one dollar each and refurbished.

The cross on the wood steeple members is aluminum and is large to emphasize its importance as a symbol and not to allow it to be diminished to the role of a finial. The cross and steeple are lighted from four corner cylinders just above the skylight. The same fixtures project light down to the *Lords' Table*.

The entire building is air-conditioned; the arrangement being such that Sanctuary and Sunday-School spaces can be conditioned independently.



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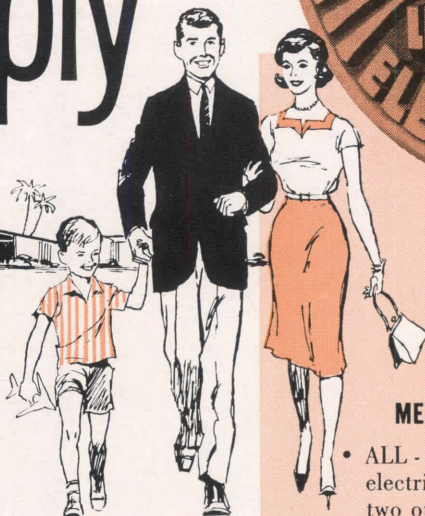
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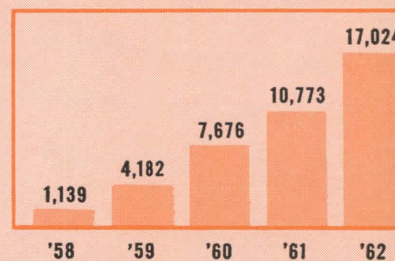
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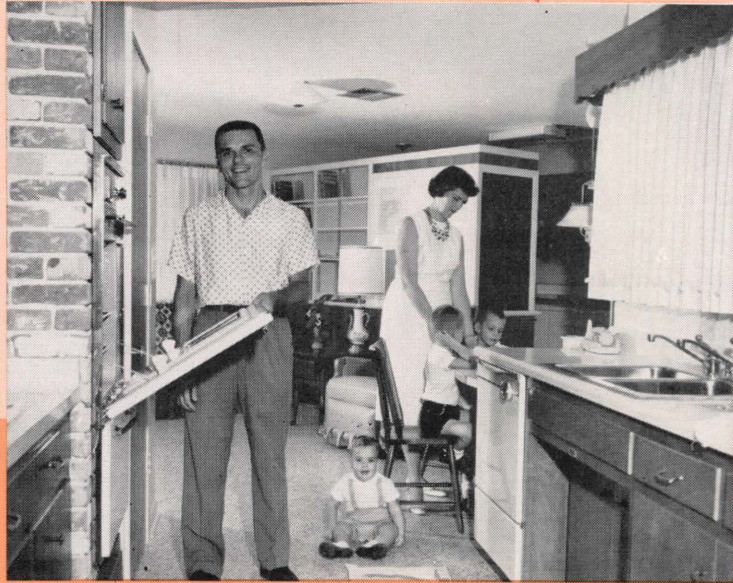
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"Medallion". . . Best in Every Way

Myron C. Moore of Dunedin, Florida, says:

"I recently completed the model 'House of Moore.' This home was planned to suit my personal needs for family living. After considering the various factors such as cost, maintenance and quality of all-electric living, I decided on electric all the way as the most practical."



"Medallion" is What Customers Prefer

William C. Rubelsky, Pres., Campus Park, Inc., Tampa, says:

"When I first entered the building market in the Tampa Bay area, I checked around to see what home buyers were looking for, and what builders were putting into their homes. Everybody was sold on ALL-ELECTRIC. As a result, Medallion Homes featuring all-electric kitchens have become a trademark of Campus Park. I have never regretted my decision to build only all-electric homes, because I know my customers will always be satisfied."



106 "Medallions" in Suburban Development

Jerome Kelly, builder of many Medallion Homes in Colony Estates, near Fort Walton Beach, Florida, says:

"A house with a modern look may still be old-fashioned inside . . . in wiring, lighting and kitchen equipment. But homes identified by the Medallion sell faster, and stay sold, because they meet the requirement for better electrical living and the demand for quality homes at a reasonable cost. The Medallion emblem also assures better resale value by testifying to the home's electrical excellence for years to come."

It Is Well To Know . . .

By **ARCHIE G. PARISH, FAIA**

President, Florida State Board of Architecture

The fifth in the series of articles dealing with problems facing the State Board of Architecture is directed to professionals operating branch offices.

A problem which is causing the Board increasing concern is the establishment, by Architects, of branch offices which are distant from the home office.

Many times complaints are made to the Board, that unregistered individuals operating such branch offices for their principals, are out actively soliciting business and for all practical purposes are operating as registered individuals. Information has been received that the registered architect is, at times, personally unknown in the area.

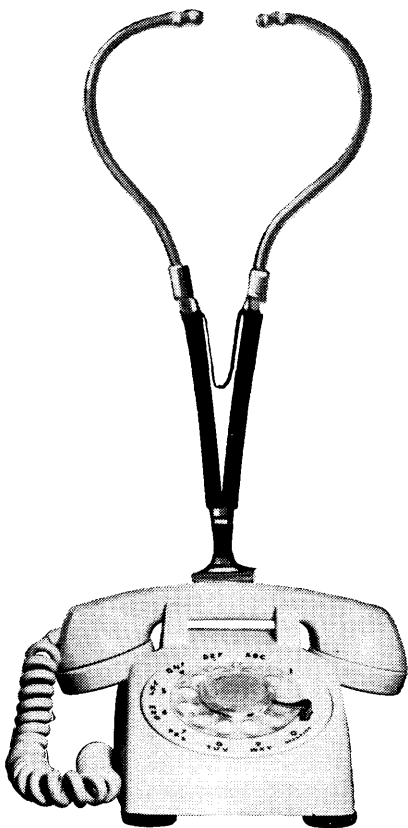
A branch office should cause no

concern, if it is properly supervised by the architect. It is not sufficient for the architect to merely give token service to such an office, having no association with clients and permitting an unregistered person to handle all the business details of such office, which include the discussions with clients, preparation of plans and specifications and the like. The mere review of completed plans and specifications without having such material prepared under his responsible supervising control, is improper and in violation of Chapter 467, Florida Statutes.

In this regard, I wish to call to the attention of all architects the pertinent portion of Section 467.14 of Chapter 467 which reads:

"Any architect's registration certificate and current renewal may be suspended for a period not exceeding twelve months, or may be revoked, by the unanimous vote of the members of the board sitting in any hearing, provided the members so sitting shall constitute a quorum of the board, * * * * *, or for affixing or permitting to be affixed his seal or his name to any plan, specification, drawing or other related document which was not prepared by him or under his responsible supervising control, * * *"

The Board in investigating complaints concerning the operations of branch offices, must give every consideration to the above mentioned section in arriving at its final decisions. It is hoped that all architects will assist the Board through insuring, that any branch office which may be established, will be properly supervised.



How Long Since Your Communications System Had a Checkup?

You may not fully realize it, but your company's communications system may not be quite up to the needs of a growing business or the increasing complexities of doing business.

The cure? A communications checkup and a possible prescription for one or more of the many new telephone services especially designed to increase business efficiency . . . cut down wasted time and effort. For instance: Dial TWX Systems; DATA PHONE service; Call Directors; Automatic Dialers; and many others.

Why not make an appointment soon for a communications checkup and find out the advantages of these new services? There's no obligation. Just call your telephone business office.

Southern Bell
...Growing with the Future

The Philosophy of Structures . . .

By Edward van Amerongen, A.I.A.

Consulting Architect
Portland Cement Association

The author, born in the Netherlands, was educated at the University of Amsterdam and Southwestern University and received his Bachelor of Architecture from Tulane . . . On June eighth he addressed the Florida Central AIA Chapter and illustrated his talk with beautifully executed slides . . . It is impossible to reproduce the slides for you here, however, excerpts from the address follow.



"One can no longer perform by ear, anymore than the pilot of a modern aircraft can fly by the seat of his pants: the technology is too complex, the scale is too large and the purpose is too diversified." So quoted *American Scientific Architect* Serge Chermayeff in an article principally concerned with architecture and scientific advances.

Obviously a great deal is being said about the state of architecture and the state of building. Those who know say it is a sign of our times that we are compelled to find fault with every proposal, every plan and every structure around us. At a second glance, however, Mr. Chermayeff's words appear to imply that the problem is not so much with architecture as it is with the *approach* or the philosophy of architecture. Flying by the seat of your pants was admittedly, even when in vogue, a risky venture and so "playing it by ear," while experimenting with structure may also have overtones of the opposite of progress. How is this possible? A look at the historical pendulum may reveal this.

Our future is rushing at us with an incredible speed. More fantastic developments have taken place in the twentieth century than at any other time. The scientific landslide is almost unbelievable, yet its impact has only skirted the building industry without appreciable effect. Almost like a smoldering fire which suddenly bursts into flame will our cities be consumed by the sudden awareness of land costs, population explosion and

mass movement. As a result, American architecture has been stampeded into a hundred different directions which, oddly enough, all lead to structure. This would seem to be a contradiction, but is nevertheless a lucid illustration of the dominant position played by a structure in high adventure of the architecture of confined spaces.

The preoccupation then with structure is nothing new. Architects have fallen heir to much of it during the ages. Why then a philosophy of structure? First because the inevitable confrontation of advanced technologies, if they are to be esthetically palatable, can only be introduced through structural analysis. Secondly, experimentation in architecture as we know it today can best be performed when structure is thoroughly understood.

"There is not so much wrong with architecture as with the approach." These words by implication may have as much significance as did Sullivan's at the turn of the century. Sullivan developed the frame, Wright the cantilever, and Corbusier the vertical slab. All accomplishments in structures first and architecture second. William Caudill summed up the state of structures very aptly when he wrote, "We live in a world of limitation, we sell soap as the zest of life, beer as part of gracious living, and cigarets as essential to social graces. But when it comes to a building, *it's only good when it's cheap.*" There is probably more truth to this than fiction. We know only too well that

economy is the ultimate judge of architecture. The awareness then of economy has put structure squarely in the center of technology and material development. Some of these developments have already had a profound effect on architecture.

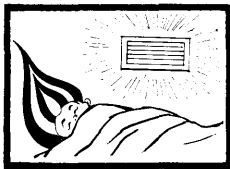
1. In high rise buildings of the past four years a remarkable change in the exterior wall seems to indicate a return to the bearing wall principle. It almost seems that structure has at last successfully punctured the plain wall. Some notable examples are the buildings by Yamasaki and Rudolph. It may indicate that the technology is becoming sufficiently secure to take on a new expression of esthetics. Perhaps this new epoch may ultimately eliminate the awkward chasm which divides architecture and structure.
2. The coming age of the computer in structural design allows not only the architect but the engineer the new latitude of solutions. Many of these new solutions were previously impossible because of the consideration of time. The age of the computer is the age of exploration. Relative costs, structural analysis and design concepts are all unknowns which can be precisely predicted in a final choice. Once this is made the architect can shape the details which flow logically from the structural solution.

(Continued on Page 26)

GASGRAM



**NATURAL GAS
IN THE HEADLINES**



NATURAL GAS AIR CONDITIONING SUCCESS STORIES continue to pile up as impact of special lower rates, and compact "central" units rated as low as 2.8 tons, is increasingly felt. Continuing FNGA survey figures show installations 364.5% ahead of 1960 figures. Residential installations have more than tripled in same period.

MORE ON "COOL SCHOOLS" Add Lakeland to growing list of Florida cities with natural gas air conditioned schools. Carlton W. Palmore school there has 60-ton cooling unit, provisions for an additional 30-tons included in expansion plans. Natural gas climate control also specified for new Orlando school after extensive engineering study.

WEST FLORIDA'S FIRST "GASLIGHT VILLAGE" is under way at Panama City. Being built by Howell & Conner, Inc., total tract area will accommodate 500 complete all-gas homes. In same vicinity, new City Hall and Civic Center at Fort Walton Beach, features 100-ton natural gas air conditioning system.

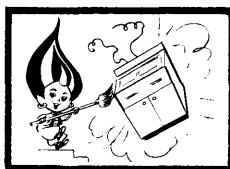
CLEARWATER SHOWPLACE: FABULOUS KAPOK TREE INN'S 30-ton natural gas air conditioning system's "cost of operation is so low it is almost unbelievable." Quote is from owner Richard Baumgardner who also says, "Recently one of the electric units in another section of the restaurant became inoperative. I am so satisfied with the gas air conditioning that I contemplate replacing the entire 40 tons of electric air conditioning."



HOSPITAL GETS STERILE AIR Halifax District Hospital's big new \$2,500,000 building at Daytona Beach has 382-tons of natural gas absorption air conditioning. Special system for operating floor also sterilizes air, washes with germicidal solution, controls humidity and temperature. In addition, two 500-hp natural gas-fired boilers provide steam for heating system, sterilizers, kitchen and laundry equipment as well as standby electric generator.

TAMPA'S BIG NEW DOWNTOWN SHERATON MOTOR HOTEL opened with a velvet-smooth gas operation and an electrical power failure. Gas-fired kitchen and boiler equipment functioned perfectly, but electric failure resulted in overheating one section to extent that sprinkler system let go, causing considerable damage. Alert Peoples Gas sales force is recommending natural gas standby power generator.

"WE HAVE BEEN MOST PLEASED," says Mrs. Mary Jo Davis, of natural gas air conditioning installation in plush new 36-unit addition to Orlando's well-known Davis Park Motel. Chilled and hot water system features automatic summer-winter changeover. Added luxury note—natural gas pool heater to maintain constant 78° temperature.



"SWITCH FROM SWITCHES" Tampa's Tropics Restaurant last year replaced long time gas broiler with new electric equipment. After twelve months, out went the electric broiler—back came the original gas broiler . . . plus a second new natural gas broiler. Explanation: their featured steak business depends on precision cooking which only gas provides.

NATURAL GAS DREW INDUSTRY K & C Foundry Company, makers of aluminum castings, have moved to Panama City from Tyler, Tex. citing availability of natural gas and convenience to their major markets as principal causes. New plant is within 50 yards of pipeline station serving area.

ST. PETERSBURG SCHOOLS ARE 5-TO-1 FOR GAS Based on exhaustive three-year studies of both construction and operating economies, Pinellas School Board has decided to air condition all future schools. Big smile for natural gas interests is provided by fact that, of six new schools now contracted for, under construction or completed, five are going with natural gas air conditioning!

NATURAL GAS ADDS GOURMET TOUCH . . . TO BURGERS! Natural gas cooking has been specified for a new chain of "Banquet on a Bun" drive-ins stressing top quality standards. First of four locations planned for Tampa will adjoin Busch Gardens.

Reproduction of information contained in this advertisement is authorized without restriction by the Florida Natural Gas Association, P.O. Box 1658, Sarasota, Florida

THE FLORIDA ARCHITECT

Standards For . . .

Landscape Plants

By H. L. Jones,

Assistant Director, Division of Plant Industry

In the past few years the architectural profession has shown a marked interest in landscape designers . . . The recently defeated amendment to the Architects Law proposed a joint Board to serve both groups . . . In cooperation with the Department of Agriculture of Florida we take this means of informing you of the plant standardization program.

As every good architect knows, the proper plant in the proper place can enhance the beauty of architectural features. Delivery of the proper plant can be assured when the architect specifies graded plants in the landscape design.

What is a graded plant? It is a plant of known proportions and qualities from the roots to terminal growth, and it is guaranteed to be so by the nurseryman, the dealer, or the landscaper. The concept of plant grading is based on the premise that the age, the height and width of a plant, or the size of the container are all meaningless without further specifications that determine quality.

"A program designed with the architect in mind" could have been the theme for the nursery grades and standards program initiated in 1955

by the Florida Department of Agriculture.

Advantages of grades and standards for nursery plants are very broad as far as the landscape designer is concerned. First of all, their use eliminates much of the guesswork as to how a plant will look in a given area of the landscape plan.

A grades and standards manual, published by the Division of Plant Industry of the Florida Department of Agriculture, has actual sample pictures of plants in their various grades, and are listed by the accepted botanical and common names.

By using the grades and standards manual, the architect lends immeasurable aid to the landscape nurseryman. Whenever plant material is specified by grade, the nurseryman knows exactly what is desired.

The grades and standards program is not limited to one or a few professions. It protects anyone who wishes to buy or specify nursery plants "sight unseen," either by telephone, by telegram, by mail, or on architectural plans.

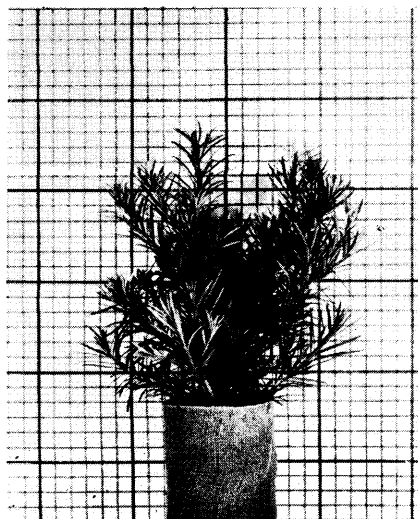
In each instance, there is always the assurance that the quality requested is the quality received. That assurance is backed up by the Florida Department of Agriculture. State regulations require the nurseryman to supply the plant grades specified.

Under the grades and standards program, there are four regular grades for mature plants. Starting with the best grade first, the four grades are:

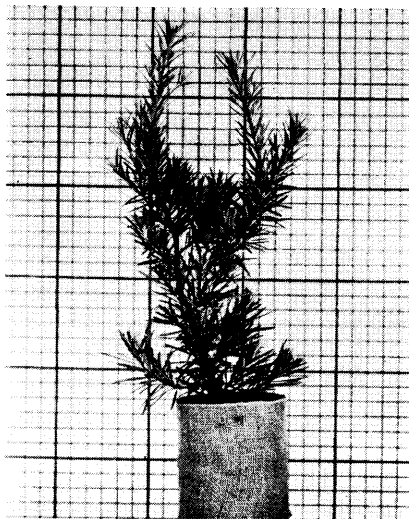
- (1) Florida fancy—an exceptional plant to be utilized where outstanding quality is desired.
- (2) Florida No. 1—a very good plant and the grade most often desired for landscaping.
- (3) Florida No. 2—a fairly good quality plant that would not normally be used in prominent areas.
- (4) Florida No. 3—a cull.

In addition, there is a special grade for plants trained to grow abnormally, such as the espalier and bonsai.

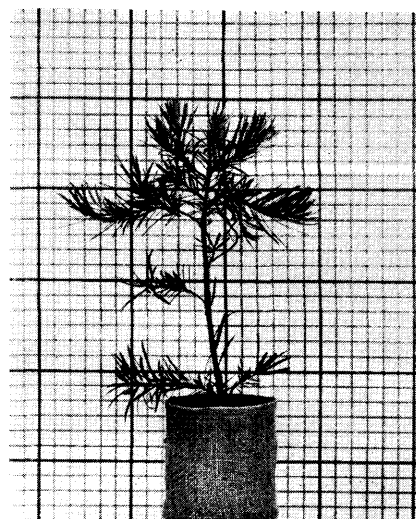
Information for the architect or landscape designer to make full use of graded plants can be found in the manual, Grades and Standards for Nursery Plants. It is available free to each Florida resident. Request should be made to Division of Plant Industry, Florida Department of Agriculture, Gainesville, Florida.



FLORIDA FANCY



FLORIDA NO. 1



FLORIDA NO. 2

News & Notes

Design Excellence . . .

Florida South Chapter's chairman for the June 11th meeting, JORGE ARANGO, scheduled a round table discussion on *Design Excellence*. The formal announcement of the meeting issued to each Chapter member included the following statement, by him, concerning the program:

"During the last AIA Convention in Miami Beach there was a great deal of discussion on whether function is important in design. The statement was made that 'great buildings do not function very well,' implying, of course, that whether a building works or not, does not affect its greatness. There is disagreement today not only on whether the plan of a building should be the best for its purpose, but also on the use of materials; today we see "excellent" designs in wood or concrete in which one element supports another of wood or concrete and this second element does not support anything, does not protect anything, does not serve any purpose other than giving "excellence" to the design.

The economy of the building is something else which is apparently

not important. And when I say economy I do not mean cost. I mean the relation between what is put into it and what it is possible to get out of it, physically and metaphysically.

Some people believe that excellence in architecture has to come from basic creativity, innovation in either plan or structure. To some the building does not have quality unless the materials are "suffering" from tension or compression; to others the materials should be as comfortable as a cat on a cushion. There is also a great deal of discussion about the fact that excellence cannot come from any building individually, but only as part of a larger unit—street, plaza, city.

Others think that we should go to the past and build great monuments, forgetting everything else. But there are many architects full of social consciousness who feel that excellence can only arise from a social concept. And of course there is also the architect who takes a defensive position behind his client, the budget, or the fact that he has to put his children through college.

The variety of opinions is great, but greater still is the number of

buildings and cities which have never met an architect. The figures are increasing as other professionals move in on what was formerly the unused territory of the architect; we now have sociologists and economists as heads of city planning firms and architectural schools, not to mention agencies directly concerned with architectural plans.

Industry and builders are making the decisions which were once made by architects. Insurance and mortgage companies are telling the public what to do and what not to do, while the architects, generally in total disagreement, seem to be getting smaller and smaller, only turning up where there is plenty to spare.

Architects have become a luxury. First you need a mortgage, then a builder, and perhaps an interior decorator. An architect is somebody somehow in between who does not seem to be very important unless you don't want to take the trouble to deal directly with your builder and your decorator."

In future issues of *The Florida Architect* we plan to publish articles written by the various program participants.

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out of designing
and building costs



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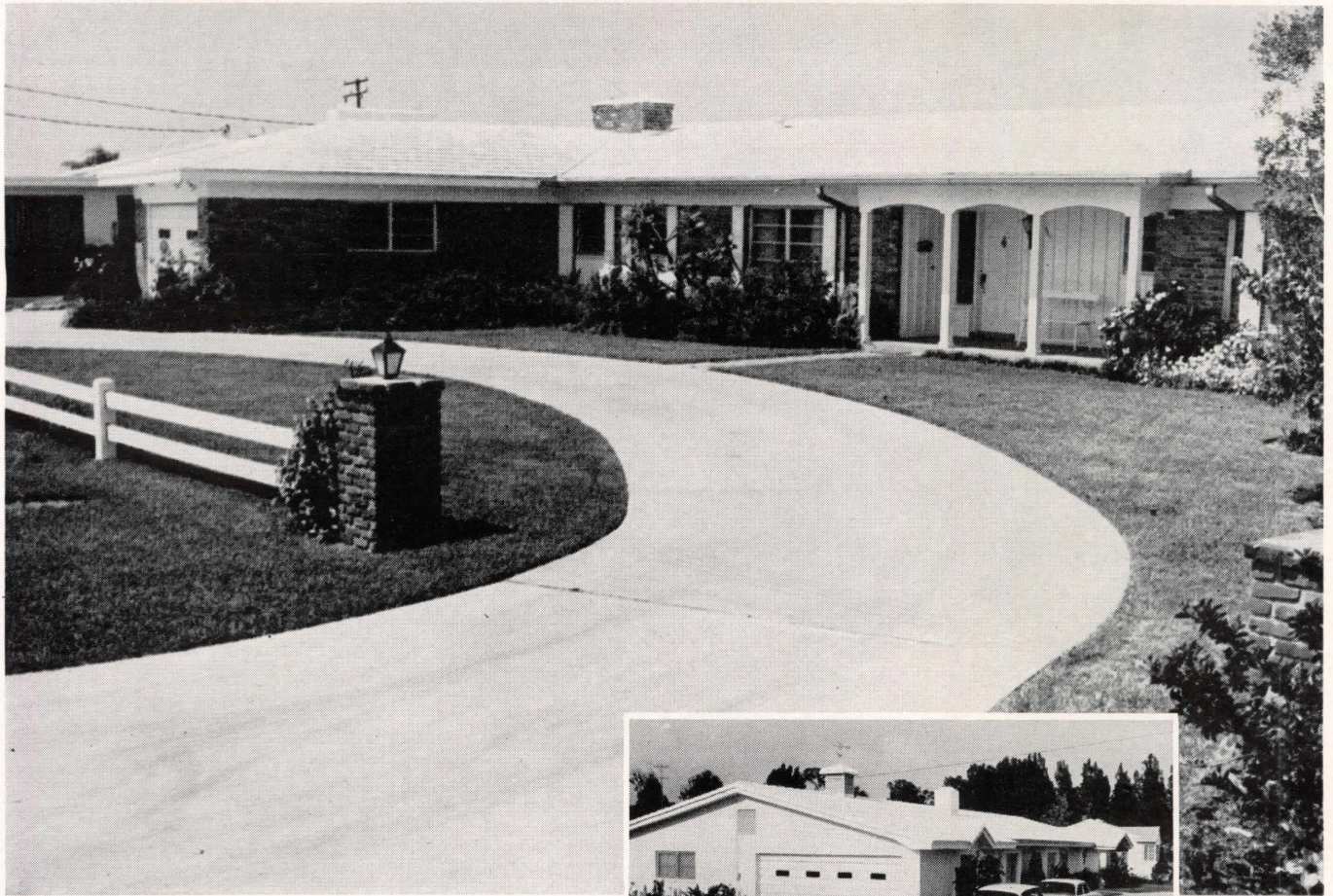


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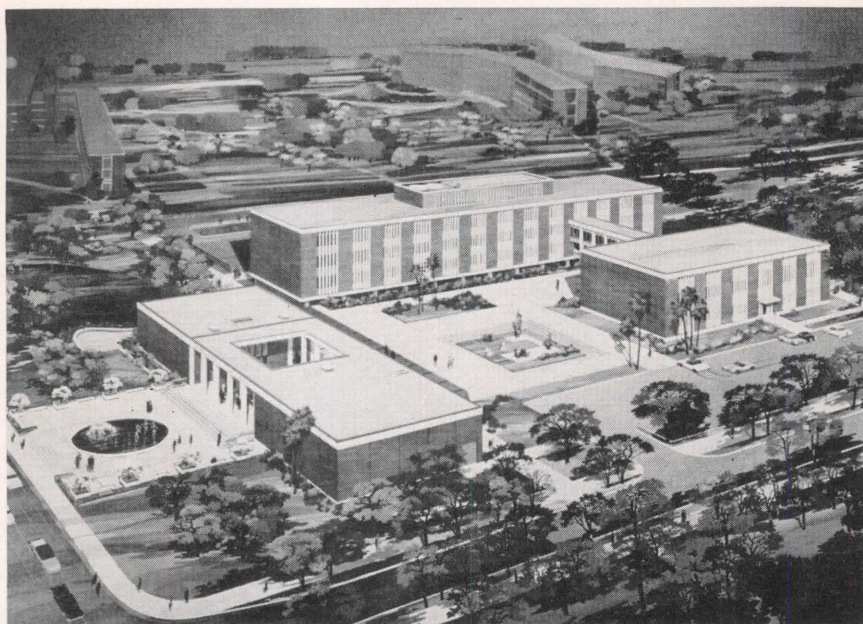
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GENERAL PORTLAND CEMENT COMPANY



News & Notes

University of Florida...



Bodden Fotos

The three buildings shown above comprise a total of 95,730 square feet, and will include two small lecture halls, and an art gallery (left) facing Gainesville's N. W. 13th St., a four story classroom and drafting room unit (rear), an architectural library, and college administrative offices (right). Exterior treatment will be red brick with limestone trim. The buildings were designed by KEMP, BUNCH AND JACKSON, architects of Jacksonville, and are to be built by Tassinari Construction Co., of Gainesville.

Groundbreaking ceremonies were held at the University of Florida for the College of Architecture and Fine Arts complex valued at \$1.5 million early last month. The units, to house students of architecture, building construction and art, will—after fifteen years of effort—finally bring together instructional units which have long been housed in the World War II “temporary” buildings on the campus.

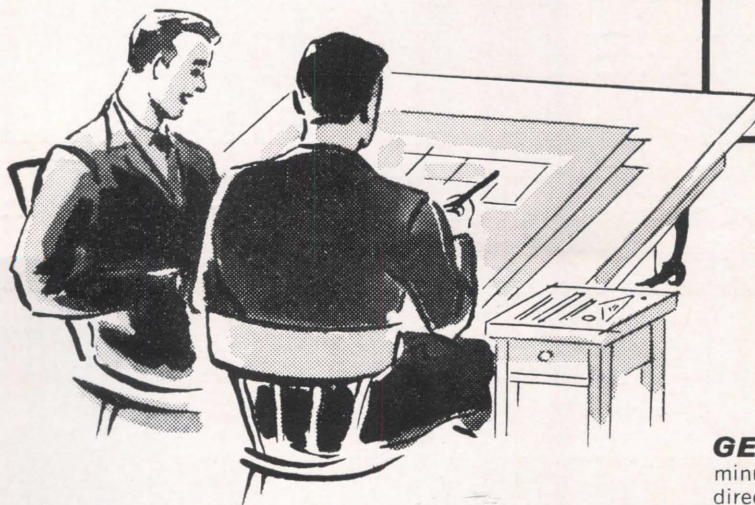
University of Florida President J. Wayne Reitz, speaking at the ceremonies expressed hope that Florida legislative bodies would ascertain that future building needs of the state's universities would be met. “By so doing we can redeem the past and insure the future,” he said.

The building complex was first proposed in 1948, with the first request for an appropriation in 1951. It was repeated each biennium and an appropriation was finally made in 1957. The 1958 freeze prevented release of the funds, and in spite of high priority in 1959 no appropriation was made. It was reappropriated in 1961.

Dean Turpin C. Bannister, F.A.I.A., in his address traced the history of the College on University campus

(Continued on Page 24)

No Wonder Everyone's Getting **EXCITED**.....



Florida Natural Gas
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**NATURAL GAS AIR
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GET THE FACTS...it will only take a few minutes! Call your local natural gas office, or write direct to our Sales Department.

Better Design For Better Business...

Max O. Urbahn, AIA, managing partner of URSAM, the design team in charge of constructing the Apollo moon-shot complex at Cape Canaveral, in the address reprinted here challenges the architectural profession to leadership.

There is a hidden trap, which may be called "first costs fallacy," for those charged with the responsibility of making or influencing management decisions on building. This is the prevalent practice of emphasizing minimum initial construction costs which usually ignores long-range factors and often leads to ugliness and poor design as well as increased expenditure for maintenance and for future improvements.

Business leaders should recognize that it has been repeatedly demonstrated over the years that *good architectural design for business can lower maintenance and operating costs, minimize the need for future improvements, increase operating efficiency and frequently productivity, raise employee morale, and have a healthy effect on community relations and the*

corporate image.

Much of the problem resulting in poor architecture for business stems from the fact that rapport between management and the architect has been shattered as industrialists have lost touch with architectural disciplines which have become so complex that management too often makes arbitrary decisions or, at the other extreme, leaves everything to the architect without adequate two-way consultation on specific requirements and objectives.

In this day of the profit squeeze and rising competitive pressures, it is disconcerting and more than a little surprising that the profit potential in good architecture for business is, by and large, not being tapped by management. Many business executives are completely unaware that good de-

sign in architecture for business and industry makes money for management and, conversely, that poor architectural design wastes money and loses prestige for management.

We are in a very real danger of losing our identities as individual human beings. Many factors, such as computers, automation and mass production are standardizing, minimizing and sterilizing the human factor in our society.

The architectural profession must create working and living environment which is oriented to the individual, which expresses human values, human aspirations, even foibles. We must create a setting which is stimulating and warm, which enables the individual to feel at home as a person, to work and to think creatively, to feel important and original.

It is up to the architects of this country to provide the leadership in insuring that the environment of the space age, which we so recently entered, will be *humanistic and not mechanistic, creative and not sterile* — one which makes people feel and work and express themselves as individuals, and not as digits.

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air conditioning rates, are writing success stories in residential, commercial and institutional installations all over Florida. Factory warranties and service policies are being broadened . . . money saving lease arrangements are increasingly available. Everyone's excited about the "big breakthrough". We'll be glad to supply **you** with full details!

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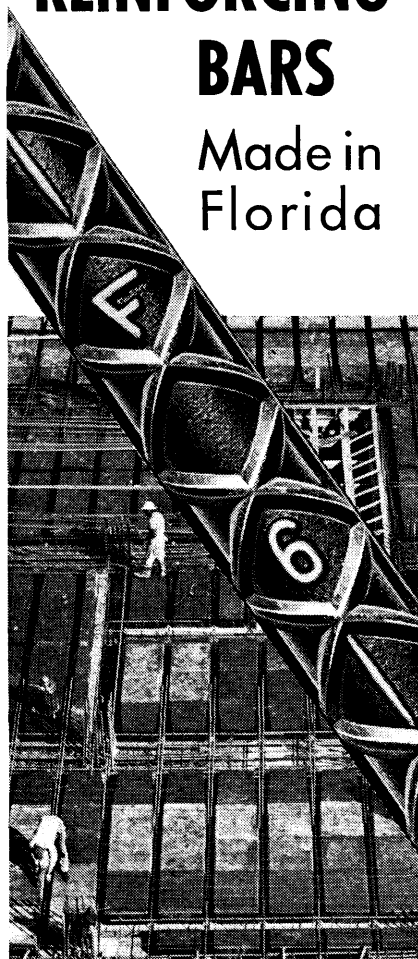
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TAMPA - ORLANDO - MIAMI
JACKSONVILLE - FT. MYERS
WEST PALM BEACH

University...

(Continued from Page 22)

from its beginnings in the attic of Peabody Hall in 1925 to its present status in campus temporary buildings.

But in spite of the fact that its various departments have been diffused in seven temporary buildings, the College has made significant contributions, Dean Bannister said, pointing to the enrollment of the Department of Building Construction, which is the first in the nation, and to that of the Department of Architecture, which is fourth.

The new building, Dean Bannister said, will allow for the first time the various departments of the College to mingle and exchange ideas under one roof.

The FAA's President, Roy M. Pooley directed the attention of the audience to the fact that "we are making a very small investment which amounts to only thirty cents per person in this state," even tho the amount of the building complex is \$1.5 million. The return on the investment, he said, "is of enormous importance to the future growth and development of Florida."

Calling attention to the anticipated growth of the State in the next fifteen years, he stated, "Florida construction programs would be equivalent to building five cities the size of Washington, D. C.," and that "There is probably no more important work for the people of Florida than wise and beautiful building in this course of fast growth."

The growth, our President added, *Imposes the responsibility of leadership on our profession, the responsibility of statesmanship on our political leaders, and rare perception on the part of educators to see that we produce thirty five hundred new architects of superior talent in the next fifteen years to meet this challenge.*

Ellis Duncan named...

Appointment of C. Ellis Duncan, Palm Beach Chapter, as the representative of the FAA to the *State Superintendent's Technical Advisory Committee on Pre-qualification of Bidders on School Construction* was announced by Dr. C. W. McGuffey, Department of Education, Tallahassee.

Ellis has served in a commendable manner on the AIA School Buildings Committee for many years and has chairmanned the FAA's committee.

Professional Challenge...

(Continued from Page 9)

superior image of each and contributing to a less restless work force. Incidentally, there is nothing wrong with the concept of good design being motivated by a profit incentive. On the contrary, it is essential.

Quite possibly, *there is no other field of building so desperately in need of effective professional direction than that of housing.* At least there is none more important to our people. It is also quite possibly the most demanding of our ingenuity and capacity. We have managed to generate social and economic attitudes which result in acres and acres of rigidly spaced, undulating or alternating patterns of "cracker box" domiciles largely devoid of grace, charm, delight or inspiration. Zoning usually denies the development of interesting community patterns, and economics are such that advertising budgets as high as six to seven percent of the sales prices are not uncommonly required to sell houses of inferior construction. No one is really happy about a very substantial portion of our residential building industry, and the opportunities offered are commensurate with the challenge presented.

Our growing affluence and increased exposure to the superior values available through thoughtful professional design should greatly expand opportunities for architects in this important area of construction.

Yet another factor which demands multiplication of the architectural profession is the increased complexity and more demanding nature of our building technology. The time is long past when a man can acquire in his lifetime all the diverse skills required of the profession today. Technical capability is expanding in tune with the space age and we are finding it necessary to develop our individual talents more completely within a more limited framework.

Structures of the nature of bridges, highways, powerplants, sewage treatment plants and power lines which have been traditionally considered purely engineering projects are more and more frequently enhanced aesthetically by architects consulting with the professional engineers in a manner quite similar to that in which our engineering consultants help us develop the mechanical systems of our

(Continued on Page 27)

MR. ARCHITECT:

Ads like this one are reminding your clients right now that electric air conditioning and oil home heating are the best and most economical "comfort combination" for Florida homes.



AIR CONDITION!



Cool and comfortable all day at the office. Muggy and miserable at home. Doesn't make sense, does it? And now you can do something about it. This summer it's easier than ever to "stop wishin'" and air condition your home electrically. Prices are down, equipment is even better. And your family can enjoy clean, cool, healthy, air conditioned living with little or no cash down, terms to 36 months or longer!

The same easy terms apply to oil home heating, the kind that cuts heating bills in **half**. So right now, why not install the year 'round comfort team that works for pennies . . . clean, economical, electric air conditioning and cheap, safe, dependable oil home heating. Don't wait another day to see your dealer!

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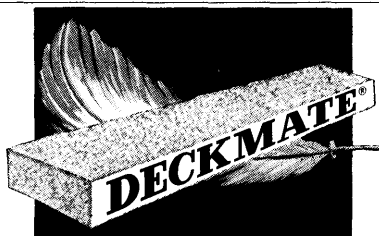
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Unusual bleeding or discharge.

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A lump or thickening in
the breast or elsewhere.

3

A sore that does not heal.

4

Change in bowel or bladder habits.

5

Hoarseness or cough.

6

Indigestion or
difficulty in swallowing.

7

Change in a wart or mole.

If your danger signal lasts longer
than two weeks, see your doctor
at once. Only he can tell whether
it is cancer. Send your dona-
tion to CANCER, c/o your local
post office.

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Structures...

(Continued from Page 17)

3. An essential and promising tool of structural design and research is the application of model testing. Developed over the past half century, it is only in the last ten to fifteen years that appreciable use has been made of it. The need for structural model testing has arisen from the increasing use of complex structural forms which do not readily lend themselves to analysis by existing theories of structural behavior. This is particularly the case for shell structures and complex three dimensional buildings.
4. The Achilles heel of "putting architecture together" is revolving more and more about the one prime consideration of structure: connections. Sound connections in architecture have come to determine not only the freedom of construction but esthetics and economy as well.

In conclusion, the architect's new venture into the structural world is no longer wishful thinking. He has arrived in the thick of it and he has to cope with it. A successful development of any philosophy in structure depends on two aspects which are very natural to the architect's profession. First he must stay attuned to the time in which we live and secondly, he must communicate more freely not only with those in the profession but those who are allied with it as well. An isolated approach to architecture has become the mortal sin of practise.

Despite the implication of research and development programs, the architect alone lives in a life-size laboratory of application which can yield the crucial conclusions necessary for the future of building. Such research, therefore, in architecture may be the clue to a new structural philosophy, but the lack of it might preclude the unexpected major discoveries of the new "vertiginous space."

One might suspect that the final yardstick of the success with which a philosophy will be developed may not be apparent until some two thousand years from now. Then when your architecture is being excavated by geologists, let us hope they won't say what has been said about so many buildings before: "too bad it didn't burn."

Professional Challenge...

(Continued from Page 24)

buildings. It is a trend which should gain momentum rapidly as the superiority of results becomes apparent.

The next few years present an enormous challenge and offer virtually unlimited opportunities to the architectural profession. *When we accept our certificates of registration, we assume an implied responsibility to the people of Florida to accept the challenge and to exploit the opportunities presented to create the best possible environment of which we are capable.* As we do so, we will require more and more architects and they will have to meet ever higher standards of academic and experience competence.

We should view the groundbreaking ceremonies held June first at Gainesville as the accomplishment of a highly important goal, and as the point of beginning for the next phase of development of our educational potential. The School and faculty will need further expansion very quickly. We also must continue our internal scholarship and student loan programs and seek the means of rapidly expanding capability in this respect. Our seminars and educational programs for practicing professionals have been developing very effectively and must be continually expanded. Existing training courses for our draftsmen and technical employees require expansion in scope and in personnel involved.

The demands on our educational capabilities for the Architectural Profession in the almost immediate future will be a severe challenge, and one which must be met.

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Throughout the years many outstandingly fine Editorials have appeared on this page written by our former Editor-Publisher. Perhaps some of us did not take time to read them and therefore did not fully appreciate the man who served the Profession so well. Journalistic ability without a full understanding of architecture and the profession could never have given the members of the Florida Association of Architects *The Florida Architect*.

William T. Arnett, FAA Vice President and member of the Publications Committee, stated it so well when he recently wrote "Someone has said, an institution is the lengthened shadow of a man, and truly *The Florida Architect* is the lengthened shadow of Roger Sherman."

The Editorial reprinted here, **LOW COST DOES NOT ALWAYS MEAN FAIR VALUE**, first appeared in your May 1961 issue. It is as timely now as it was then. Read it and then do the "soul-searching" it suggests.

Verna Shaub Sherman

Years ago a Danish architect who had become an American protagonist of LE CORBUSIER's efforts to bring a new architecture out of Nouveau Art made this declaration:

"Architecture is the art of total design. The process of architectural design starts with the first conception of a structure. It does not end until the structure is demolished."

At one quick reading this may seem like a far-fetched attitude toward the architect's overall responsibility — as well as an impractical suggestion that architects should somehow arrange to outlive their buildings. But it is neither. Actually, it is as practical a bit of professional philosophy as we have ever encountered. And, as a guiding principle of architectural practice it is as sound today as when it was first issued as the conclusion of a searching effort to place the architect and his work in proper relationship with his society and times.

Let's touch briefly on only one of the many professional implications contained in that terse, inclusive statement. This is the *value* of a building; and in the sense we use it, the meaning of the word is very broad indeed.

Consider the worth of a building from the community's viewpoint. Does it add to the stature of its neighborhood? Does it provide a needed facility in such a fashion as to minimize — if not actually help solve — such problems as traffic congestion and land-crowding that hinder the orderly progress of urban development?

Does it fully serve the needs of its owner well? Are the various elements of its plan organized for convenience, flexibility and economy? Is its design such as to — like Lever House in New York — provide its owner with a public relations "image" of his interests and activities?

Finally, for our present purpose, is the building a good investment for its owner — not only in terms of initial cost, but in terms of its total cost over the period of its financial lifetime? This, we think, is one of the most important implications in the statement that "... *architectural design . . . does not end until the structure is demolished.*" Total cost means the continuing cost of maintenance in addition to the cost of first construction. Maintenance costs can be high or low; and the level of such costs depends largely on the specifications that control the character of the finished building.

Specifications are an essential part of the architect's "total design" job. The inference is — or certainly should be — obvious. Specifications that call for cheap construction cannot help but produce a building that, over the full period of its financially useful life, will prove expensive. Conversely, specifications that call for quality products for every element of construction and equipment will pay for themselves times over by savings in the progressive costs of maintenance. There's only one qualification to this last statement. It will hold true in direct proportion to the extent an architect permits deviation from the standard of quality his specifications have established. If he holds firm against attempts at substitution and does sufficient product research to make "or equal" clauses unnecessary, he can assure his client a building which will have fair value initially and throughout its useful life.

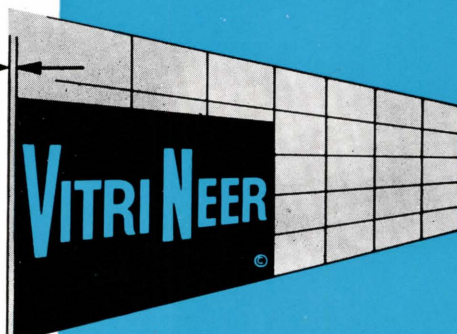
And this, we submit, is one of the chief justifications for the architect's existence. "Total design" directly involves the professional integrity of the architect. The logical result is "total value" If the architectural profession feels impelled to do some collective soul-searching, let it be done in such terms as these. Total design, total value, total integrity — these apply with equal force to every segment and member of the profession, from the one-man, one-job-at-a-time studio to the 1000-man organization with a billion dollar volume.

If the soul-searching will result in better building values, let's get on with it. For in such better values lies the salvation of the architectural profession and the continuing livelihood of all its members.

ROGER W. SHERMAN, AIA.

ROBCO

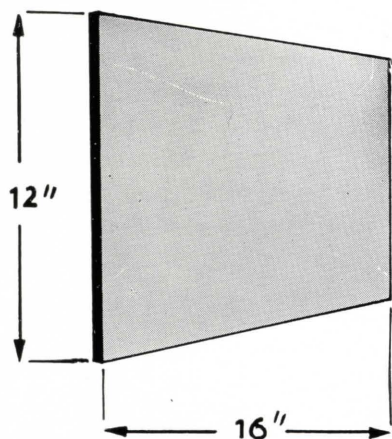
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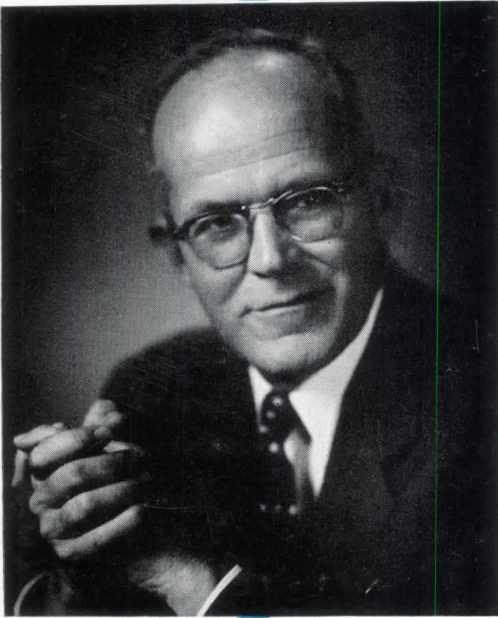
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- He was keenly aware that in the training of young people lay the bright future of the profession he served so well. So he worked with them, counseled them, taught them by giving freely of his interests, energies and experience. . . . The Sanford W. Goin Architectural Scholarship was established for the purpose of continuing in some measure, the opportunities for training he so constantly offered. Your contribution to it can thus be a tangible share toward realization of those professional ideals for which Sanford W. Goin lived and worked.

The special project, started several years ago by the Florida Central Chapter Auxiliary, is still being actively pursued. Contributions should be addressed to Mrs. I. Blount Wagner, President, 843 Sixtieth Avenue South, St. Petersburg, Florida.

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